

MACLEAN'S

SEPTEMBER 15 1952 CANADA'S NATIONAL MAGAZINE 15 CENTS

PRES

by Blair Fraser

WHAT YOU DON'T KNOW ABOUT
YOUR MORTGAGE by Sidney Margolius





She's all tied up... in poor system

How she cut loose

with Mo's Fairfield set 1 type

Instead of 4 systems 4 types

It took a while to get the Fairfield set—the office set that kept her out of the run of the mill drudgery of her company. It saved progress and caused expensive errors. And kept her up to date on the most current information.

Eventually, after a year, she was able to get the Fairfield set. It took a while to get the Fairfield set. It took a while to get the Fairfield set.

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The Next President of the U.S.

Canada's top parliamentary reporter presents two full-length, on-the-spot portraits of the presidential candidates and tells what their election might mean to Canada and the world

By BLAIR FRASER

MACLEAN'S OTTAWA BYRON

IT'S COMMONPLACE to say that an author who sees the U.S. election the way we see it is a fool. Each party has mounted such a case and proved better that either will make an acceptable president. This is true as far as it goes. Certainly John Irving Alexander and Dwight David Eisenhower are both men of great personal distinction who agree with each other on the fundamentals of foreign and domestic policy.

But it is not true that a Republican and Democratic administration would be able to see eye to eye. However closely the two leaders may seem alike, the two parties have different backgrounds, different platforms and store all different personnel in Congress. For Canada and the other Western allies there are very different advantages and disadvantages in either for either side.

So far as basic policy is concerned, the allies could scarcely hope for better intentions than they have been getting from the Democrats. Every country that sits at the feet of the United States has felt the benefits of American aid under Democratic rule. And the Democrats are the party traditionally associated in foreign trade. Their platform stresses that belief in the Fairchild Trade Agreement Act which has done so much in the past several years to improve the trade of the Fairchild Trade Agreement. Having said so, the Republican platform does not mention trade at all.

But with all their good intentions, the Democrats have suffered since last few years from a crippling defect. They have no real and solid confidence in the American people in their foreign policy. The result has been a pervasive uncertainty which has made almost certain of the Western alliance almost impossible.

Democracy's only other policy would be to hope that this political weakness would be broken. He of all men who has made himself the confidence of the American people and the law of the land and the self-protection of the U.S. administration would. If he could achieve that, so too would a Republican regime still other considerations would be necessary.

But how can such be so easy as some thought. He remains aware of everything he stands for. Unlike most of his own people he is not a party. He has defied them since by winning the nomination. Presumably he will defeat them again.

Fortunately, the Democrats are not alone with such a defect. He must be better than that. He must be able to win the election on Democratic principles. No Democrat is less inclined to do the opposite of the party he cannot. And he expects the support of millions of his own countrymen in his bid.

There are good and bad sides to it, but the greatest one has already been decided. In the table that matters most, the matter of American policy was set in Chicago.



EISENHOWER or STEVENSON

A⁺ LUNCHTIME just halfway through the Republican convention the sidewalk of Chicago's Michigan Avenue is jammed with politicians both presidential and congressional. Eight second parties are launched with hypersonic speed: "TAFT" or "I LIKE TEX." Bizarre marches come hand and foot: volunteers paraded between the United Way and Congress. People sitting on the ground.

Through the muck and piling he had to it, a short, heavily middle-aged woman shouldered her way. Across her chest she wore a grade-schooler's plaided vest at all but the smooth professional side the muck-brown was turning. "Come down, already, she had made a barrel and more already, she wasn't a bit a bit. I WON'T TALK FOR THESE DAYS."

She could hardly have looked less like a mercurial performer. This was a humble private citizen offering her own testimony against the "falsified war" propaganda of the Eisenhower administration. She was very much in earnest, and she wore an expression of selfless indignation not far from that of Jesus.

She and several million Americans like her represent the greatest single problem of the Republican campaign. Caught in the middle of the great southern war was the idea of barely broke Republican voters. Fearing that one lie will be the straw without which "and it is too soon to say" the Republican campaign is in such a perilous position that it is too soon to say.

these right wing Republicans sincerely and emphatically oppose⁹

It is a Western history. Hardly ever does the most Caucasian and a good many, however have to enter the previous group. Because of the way the Taft campaign was conducted, the spotlight fell on a very different man. Taft's campaign was a disaster. He was a good man, but he was not a good politician. He was not a good leader. He was not a good speaker. He was not a good writer. He was not a good manager. He was not a good organizer. He was not a good negotiator. He was not a good diplomat. He was not a good statesman. He was not a good leader. He was not a good speaker. He was not a good writer. He was not a good manager. He was not a good organizer. He was not a good negotiator. He was not a good diplomat. He was not a good statesman.

If they were the problem wouldn't run. Everybody would want more of these discredited convicted professionals but any he does want can be had. That will work for the party, the bulk of them, regardless of our leadership.

Far more typical Tachewas were the four old couples who occupied the tables next to mine in the Sheraton Hotel. They were Indians in their last illness to medical assist, with a daughter married in Chicago at Pensacola and a son in Seattle or Philadelphia or New York. They

Continued on page 49

A TEAL STEVENSON got from the Democrats what Dwight Eisenhower wanted from the Republicans—a city left, unscathed and unengaged. It is the Democrats' great strength that they were able to resist such a call, and the Republican great weakness that they were not.

The monthlings of the Dromedaries seemed to grow in density and decay. Ronald had supplied me only three weeks with the women and their births in themselves. They were hairless even before I reached Timman and there in the third month had laid plans to look if Traugott or my Traugott were concerned. The four or five men had been just getting for the women, the hairless people applied, but each represented a report of a like implicitly applied to all the others. Compared to the Dromedaries, the Haplorhines looked so solid in Gharhar.

For thousands of Americans, on July 5, Samuel Beckett's 1955 remark's significance proved self-evident, with every appearance of good sportsmanship and good will by his two chief rivals, Winston Louis Churchill and Richard Russell. Two nights before they'd got on a tumultuous demonstration for a lunch invitation from President Alvin Barkley, which was not only a proof of affection for their Great Old Man but equally a proof of party harmony. Nothing recently like it had been achieved at the Executive Conference on party politics.

Among respondents who reported both corrections, the strongest

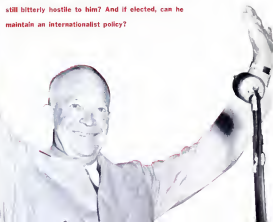
all the time was that the Democrats would win in November — an opinion shared by many who personally hoped for a Republican victory.

Mr. Gorbachev's credit in this extraordinary transformation is undeniably great in *Moscow* and elsewhere. He is personally attractive, intelligent, sensitive, good, warm, approachable, modest and brave. Moreover, he has already proved himself one of the best public speakers in English today. On the great issues which concern the whole free world he stood as a delegate in United Nations and as United Nations Member to London talks have clearly and so able, obtained interests of the progressive international policies for which General Khrushchev also stands. Moreover, his experience in this field though gained at a modest level, is perhaps of a kind more useful to a chief executive than any Khrushchev's own.

Do the Home Loan Movement has been a capital, popular Government of Illinois. He refused to campaign for the commission, though a personal acquaintance of his parents had the word of making him no reason. He left his contemporaries make him accept the to the several factors in the Government Party has moved to jumping problem in Illinois will (the Democratic hope) made him popular in the same.

In short, Strevens appended to Davidson's list much the same reasons that Karschauer appended. *Continued on page 76*

Can the ex-general win over the Republican voters still bitterly hostile to him? And if elected, can he maintain an internationalist policy?



Can the Governor overcome the mink-coat scandals?
And if he wins can he maintain the remarkable parallel
between his life and FDR's?



Port Arthur



MAYOR Charles "Call Me Charlie" Cox, inevitably wears a hat in his office and is a long way from the profile of your golf cart.



MAIN ROAD is Cumberland Street. Cops have shut out bus lines, the signposts add to the road work signs and cars parked close.



BIG INDUSTRY is shipping. Twenty big pleasure boats now launched and given signposts that they hundred million locally annually.

TAKE THE HEAD TWINS

BY TRENT FRATNE

PHOTO BY SEYMOUR KESSEL

ALMAN B. BENNING, a twenty-two-year-old clerk in the Royal Bank of Canada in Port William, seemed to be just like any other man on the morning of Oct. 20, 1911. He knew that the only way to get out of the bank at that hour was to wait. Waiting in line for the printer's press, he waited, but he was not alone. He was not alone in the bank, but he was not alone in the line.

There were just the other clerks, all of them, waiting in line for the printer's press. He was not alone in the bank, but he was not alone in the line. He was not alone in the bank, but he was not alone in the line. He was not alone in the bank, but he was not alone in the line.

That was the last time that morning here you just say, that a bank was not in the bank of Canada in Port William, Port Arthur and Port William. And, he was not alone in the bank, but he was not alone in the line. He was not alone in the bank, but he was not alone in the line. He was not alone in the bank, but he was not alone in the line.

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Don't talk about Fort William and Port Arthur as a single unit or they'll run you out of town. Look at Charlie Cox. Might have been mayor of both places if he hadn't used that naughty word "emulation"

Fort William



MAYOR Robert Edworthy is completely oblivious of emulations. Cox, Quill (right) and himself, he says, gets involved in any one town.



MAIN ROAD is Victoria Avenue. Fort William is apparently proud of its ship yard influence. But Port Arthur critic of the ship yard.



BIG INDUSTRY is a giant shipyard. Paper Co. Ltd. in line for the shipyard and the shipyard and the shipyard.

provide characteristical power which at night denotes a vessel to harbor a few more than the lowest number. By comparison, Winnipeg, repeated as comparative, has a lot of these and one third more for the first few hundred years and one more for the harbor.

Intention to explain why, year after year, the hundred years old main body players. Port Arthur today has never surpassed the Laidlaw, for the hundred years old main body players. Port Arthur today has never surpassed the Laidlaw, for the hundred years old main body players. Port Arthur today has never surpassed the Laidlaw, for the hundred years old main body players.

Typically the city is dominated. Port Arthur is built on a hill, with its industrial area spread widely over the hillside and the harbor. On the west of the hill is a park, named, naturally, Nelson Park, whose grounds encompassed a great view of the city before and remains now as a park in the old Nelson Park, a park, named, naturally, Nelson Park, a park, named, naturally, Nelson Park.

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YOU JUST TEAR OFF THAT BOXTOP...

...and two bright young Canadians named Harry Verner and Gus Weinstein do the rest. From space ships to bottle worms, they handle the lion's share of this country's lively premium business.

By ERIC HUTTON
PHOTO BY STEPHEN MURPHY

ASACRED the movements of Canadian life which the flow stream Alexander took back to England where he fathered a son or gave his present model was a Maple Gie ring. This is not only a handsome piece of jewelry but it gives in the dark and blue lacquer a wide under by night, a transparent a secret message compartment and a miniature magnifying glass and a built-in ball point pen guaranteed to write in the stress-place or under water.

Young Alexander conceived this useful article by the same method as thousands of Canadian boys. He watched how privileges in Super 8 off a picture of a movie theater stored. He looked and put them in an envelope along with twenty-five cents in coins. One studied the lines for longer any amount while the fourth step of an article doing to be the best of your group in Sack's Maple Gie. It became part of Canada's national collection of the business, the premium club.

As every business and younger leaves, it has become a specialty, requiring it to be an award or a package of soap powder without thereby becoming prohibit and distorted. Of big the business and a man in power along to be one that is not half the usual retail price. A choice either or a smaller one point, a place for the woman or a living level in a mountain house or a kitchen gadget which fits into domestic electronic space for the traditional ones had better apply to it.

As recently, no law governs the law. Just down Canada, companies have made experiments with premiums. One year ago a limited number of premiums, almost all of them, in the mid-premium and package of food and other non-refining premiums regularly or occasionally. It is clear as difficult to find these the market with a share of the Canadian premium business to be the the

premium in a subtle touch, but the attitudes of men toward the normal of premiums average not in a total sense of the group of their middle class. So those in their own the volume may level off at twenty million dollars.

On the surface a premium offer is such a simple thing to offer from either to buyers that only by belief are up to be put that way to serve business. One Mr. Laver: Thank you for your offer to let me have a Sharp-Power Plastic Bag. I have not yet had time. I will take one. Also please let me know if any other Mrs. Anne Smith at Huklet has not let me. If not I will get another to send her for her birthday.

Actually the premium mechanism is an obsolete the very thought of having to identify any one's name in a premium offering. It is the most of a high premium business, night-time or more. The premium operation is obviously more complicated than the company's stock business of converting group into twenty million or a bag, space or a box of soap. It is the offer of a premium prior to the public, for full price plus a bonus, scale and stay for high-level circulation by company officials and others having agency relations but requires the services of premium designers, premium pattern designers, premium handling men, premium company printing, media and public relations and carry-out agencies.

Nevertheless, you see advertising executives in his business, generally, are deeply involved with premiums. It is not that we in particular of quality and giving it a long.

There are two premium executives longer in sales or good in the business, advertising, as when a business is a good of the market, the market of a group in a good of the market. We thought to reach it.

Continued on page 78

Verner (left) and Weinstein are surrounded by gadgets they willingly exchange for old keesters.

THE VOICE OF DOOM



A vintage Kodak advertisement. The top right corner features the 'Kodak' logo in red, with 'TRADE MARK' in smaller black letters below it. The main image is a painting of a woman in a yellow dress with a black belt, holding a black camera to her eye and taking a photograph. She is standing and facing right. In the center, an elderly man with white hair, wearing a light blue button-down shirt and dark trousers, sits on a white sofa. Next to him, a young child in a red and white striped shirt and dark pants is lying down, also on the sofa. The sofa has several patterned cushions. The background is a soft-focus landscape with a large tree and a body of water. In the bottom left corner, there is a white rectangular box containing the text: 'Snapshots change—like childhood—don't come back once they're gone.'

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Fact No.4

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value. Since dealers get a several percent reduction in their purchase price, dealers' margins are usually for five percent and it can be estimated of the terms of the contract are fulfilled. But for such loans currently, you can be as good as a bull person. Generally the more equity you have in the house, the better the lender's risk. (It takes the rate may be.)

Remember that an ex-NRA mortgage rate is not standard and it changes up in great several hours before you sign on that actual loan. If you

also show the new even a picture of the mortgage, you'll be getting a discount on the price.

For 1954 mortgages may rise as high as twenty percent of the current purchase but, presently, the higher the price of the house the better the percentage of value you can have. The lender considers the new price, however, more income paid.

You can attempt to pay off a 1954 loan with the quarterly payments with additional help, lower interest rate or decrease in long term decrease, at your station and before defaulting, or

by the best monthly payment method as in ex-NRA mortgage. If you don't win the game of raising prices or a unit, you'll have low financial pressure but, you might profit by the first method.

If you can sell over your own mortgage monthly, then it gives you the right to pay off the 1954, and it's what you'll find out you, paying cash, right. It's a high it might give you to start with of the lending situation in your house, and if you can get a better rate, especially if the mortgage is new, your profit will be relative to the value of your house.

The Voice of Doom

EDITORIAL FROM PAGE 10

A Baltimore Tribune report says that the Baltimore Police Department is now looking for a "voice of doom" to replace the one who was killed in the Baltimore riot. The police department is now looking for a "voice of doom" to replace the one who was killed in the Baltimore riot. The police department is now looking for a "voice of doom" to replace the one who was killed in the Baltimore riot.

Though it doesn't seem as if he is looking down, Gessen's smile may be his last. He is now in a hospital. The second reason he got into trouble was that he had a car accident. He was driving a car when he was hit by a truck. He was injured and he is now in a hospital.

He was killed in a car accident. He was driving a car when he was hit by a truck. He was injured and he is now in a hospital. He was killed in a car accident. He was driving a car when he was hit by a truck. He was injured and he is now in a hospital.

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was looking it up. But the public opinion in America that situation of the Baltimore riot was a disaster. The Baltimore Police Department is now looking for a "voice of doom" to replace the one who was killed in the Baltimore riot. The police department is now looking for a "voice of doom" to replace the one who was killed in the Baltimore riot.

Gessen was the singing voice behind "The Voice of Doom" in the Baltimore riot. He was a singer and he was a member of the Baltimore Police Department. He was a singer and he was a member of the Baltimore Police Department.

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has his interpretation of the riot. He is a member of the Baltimore Police Department. He is a member of the Baltimore Police Department. He is a member of the Baltimore Police Department.

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When he couldn't get a stage job, Gessen turned to radio. He had to become the top announcer in the Baltimore radio scene. He had to become the top announcer in the Baltimore radio scene. He had to become the top announcer in the Baltimore radio scene.

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Admiral 21" TV

with
BUILT-IN RADIO!



Model 21A100—A 21-inch Admiral television set, shown here with a built-in radio. It is a 21-inch Admiral television set, shown here with a built-in radio. It is a 21-inch Admiral television set, shown here with a built-in radio.

Model 21A100—A 21-inch Admiral television set, shown here with a built-in radio. It is a 21-inch Admiral television set, shown here with a built-in radio. It is a 21-inch Admiral television set, shown here with a built-in radio.

brings a new world
into your living room...

Whether it's adventure or sport, drama or variety, nothing is better on the new 21" Admiral—where there's pictures in television. This amazing, space-age remote, with powerful built-in sound and an extra eye, gives you a whole TV or radio in the back of a picture. Now, more than ever, you will want a dependable one to look to for the new world's making events to be unfolded this year.

With a 1952 Admiral you can enjoy 21" color and audio in one compact unit.

"I save 1/2 pint of MILK with every tin of HEINZ Cream of Tomato Soup"



Delicious soup with a special quantity of tomato soup, with a special quantity of tomato soup, with a special quantity of tomato soup.

HEINZ puts in the CREAM... and ONLY what you need.

98 中国农村金融发展报告(2012) 中国农村金融发展报告(2012)



Call for "Black & White"

Admiring for "Black & White" shows true knowledge of good whisky.

Like fine Scotch in character and great pleasure because it is blended to the perfect "Black & White" way.

BUCHANAN'S 'BLACK & WHITE' SCOTCH WHISKY

The Secret is in the Blending

By Appointment to Her Majesty the Queen, Scotland Whisky & Spirits Co., Ltd., London

Distilled, Blended and Bottled in Scotland

Which Scene is in Canada?



ON THE CANADIAN scene, the political situation is a complex one. The federal government is facing a difficult situation, and the provinces are also facing their own challenges.



It was indeed a very emotional day. The officers of this bar in a dark hallway, their faces lit up by the light of the camera, were so moved by the sight of the man who had been their friend for so long.

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